NAME\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ BLOCK\_\_\_\_\_ DATE\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Business Analysis**

**For this assignment you will be examining a real business in Virginia Beach. It can be any *retail* business (that is legal for 8th graders to be customers of). A retail business sells products or services directly to the general public. Be sure to pick a business that you are very familiar with. It should be one that you use, shop at, or visit often. You may also think about choosing a business that someone in your family works for (or owns). Think about what you have seen, heard and experienced about this business and answer the questions to the best of your ability.**

**1. BASIC INFORMATION**

a. Name of Business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

b. Location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (if there are more than 1, pick 1)

**2. BUSINESS TYPE**

a. What does this business sell? Be sure to list all the major categories of items and/or services that the business sells.

**3. CUSTOMERS**

a. Does this business attract customers of any particular demographic group (age, gender, income, etc)? List what groups make up its primary customers. If there is no pattern, say so.

b. Does this business attract a lot of customers? When is it most busy?

**4. COMPETITION**

a. Name one other real business that competes for customers with this business.

b. How are the competitor and your selected business alike?

c. How are this competitor and your selected business different?

**5. CUSTOMER SERVICE**

a. How do the employees treat the customers at this business?

b. Are the employees mostly from one age group? Which one?

**6. ADVERTISING**

a. What is one kind of advertising you have seen for this business? Describe what you remember about it.

b. Does this business often hold sales or promotions to attract customers? Describe one that you remember.

c. Do you know of any examples of how this business is active in the community?

**7. ASSESSMENT**

a. Do you think this is a successful business? Why or Why not?

b. How could you improve this business if you owned it?